Attorney's Docket No.: 5243P003

## DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first, and sole inventor (if only one name is listed below) or any original, first, and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

## SYSTEM AND METHOD FOR ACCUMULATING MARKETING DATA FROM GUESTS AT A COVERAGE AREA

the specification of which	is attached hereto. was filed on United States Application or PCT International App and was amended on	Number		
	(if applicable)			
I hereby state that I have review claim(s), as amended by any an invention was ever known or us described in any printed publica application, that the same was reasonable to this application, and that the issued before the date of this applied by me or my legal represements (for a design patent application). I acknowledge the duty to disclusive, Code of Federal Regulation. I hereby claim foreign priority application(s) for patent or inventogrammed:	nendment referred to above, and in the United States of A attion in any country before a cot in public use or on sale it invention has not been pate plication in any country for intatives or assigns more than allication) prior to this applications, Section 1.56.  The penefits under Title 35, United the control of the country is certificate listed belowed.	I do not know and do not be america before my invention my invention thereof or more in the United States of Amerinted or made the subject of a reign to the United States of An twelve months (for a utility ration.  The states Code, Section 119 we and have also identified be	elieve that the claimed thereof, or patented or than one year prior to this ca more than one year prior in inventor's certificate America on an application patent application) or six ability as defined in Title  (a)-(d), of any foreign elow any foreign	
Prior Foreign Application(s):				
APPLICATION NUMBER	COUNTRY (OR INDICATE IF PCT)	DATE OF FILING (day, <b>month</b> , year)	PRIORITY CLAIMED UNDER 37 USC 119 No Yes	
	and the second s		□ No □ Yes	

I hereby claim the benefit under Title 35, United States Code, Section 119(e) of any United States provisional application(s) listed below:

APPLICATION	
NUMBER	FILING DATE
60/236,576	September 29, 2000

I hereby claim the benefit under Title 35, United States Code, Section 120 of any United States application(s) listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States application in the manner provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose all information known to me to be material to patentability as defined in Title 37, Code of Federal Regulations, Section 1.56 which became available between the filing date of the prior application and the national or PCT international filing date of this application:

APPLICATION NUMBER	FILING DATE	STATUS (ISSUED, PENDING, ABANDONED)

I hereby appoint the persons listed on Appendix A hereto (which is incorporated by reference and a part of this document) as my respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.

Send correspondence to:

George L. Fountain, Reg. No. 36,374, BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN, LLP

(Name of Attorney or Agent)

12400 Wilshire Boulevard, 7th Floor, Los Angeles, California 90025 and direct telephone calls to:

George L. Fountain, (714) 557-3800.

(Name of Attorney or Agent)

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of Sole/First Inventor (given name, family name)		Kenneth J. Lancos		
Inventor's Signature		Date		
Residence Irvine, California USA		Citizenship	USA	
•	(City , State)		(Country)	
Mailing Address	12 Ramada			
	Irvine, California 92620 USA			
Full Name of Se	econd/Joint Inventor (given name, family name)		Thomas J. Land	
Full Name of Se		Date	Thomas J. Land	
Inventor's Signa		Date	Thomas J. Land  USA	
Inventor's Signa	ture			
Inventor's Signa Residence	Thousand Oaks, California USA		USA	

Full Name of Third/Joint Inventor (given name, family name)		
Inventor's Signature	Date	
Residence	Citizenship	
(City , State)		(Country)
Mailing Address	180100	1 14897
Full Name of Fourth/Joint Inventor (given name, family name)		
Inventor's Signature	Date	
Residence	Citizenship	
(City, State)		(Country)
Mailing Address		
	- Control of the Cont	
Full Name of Fifth/Joint Inventor (given name, family name)		
Inventor's Signature	Date	
Residence	Citizenship	
(City , State)		(Country)
Mailing Address	4100	
		<sub>All</sub> ay
Full Name of Sixth/Joint Inventor (given name, family name)		
Inventor's Signature	Date	
Pasidanaa	Citizenship	
(City, State)		(Country)
Mailing Address	Ayy, ayy amm	

Full Name of Seventh/Joint Inventor (given name, family name)		
Inventor's Signature	Date	
Residence	Citizenship	
(City , State)		(Country)
Mailing Address		1.340
Full Name of Eighth/Joint Inventor (given name, family name)	All-Art	
Inventor's Signature	Date	
Residence	Citizenship	
(City, State)		(Country)
Mailing Address		
Full Name of Ninth/Joint Inventor (given name, family name)		
	Data	
Inventor's Signature		
Residence	Citizenship	(Ct)
(City, State)		(Country)
Mailing Address		
Full Name of Tenth/Joint Inventor (given name, family name)		
Inventor's Signature	Date	
Residence	Citizenship	
(City , State)		(Country)
Mailing Address		

## Appendix A

I hereby appoint BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP, a firm including: William E. Alford, Reg. No. 37,764; Farzad E. Amini, Reg. No. 42,261; William Thomas Babbitt, Reg. No. 39,591; Carol F. Barry, Reg. No. 41,600; Jordan Michael Becker, Reg. No. 39,602; Lisa N. Benado, Reg. No. 39,995; Bradley J. Bereznak, Reg. No. 33,474; Michael A. Bernadicou, Reg. No. 35,934; Roger W. Blakely, Jr., Reg. No. 25,831; R. Alan Burnett, Reg. No. 46,149; Gregory D. Caldwell, Reg. No. 39,926; Andrew C. Chen, Reg. No. 43,544; Jae-Hee Choi, Reg. No. 45,288; Robert P. Cogan, Reg. No. 25,049; Thomas M. Coester, Reg. No. 39,637; Donna Jo Coningsby, Reg. No. 41,684; Dennis M. deGuzman, Reg. No. 41,702; Justin Dillon, Reg. No. 42,486; Stephen M. De Klerk, Reg. No. P46,503; Michael Anthony DeSanctis, Reg. No. 39,957; Daniel M. De Vos, Reg. No. 37,813; Sanjeet Dutta, Reg. No. P46,145; Matthew C. Fagan, Reg. No. 37,542; Tarek N. Fahmi, Reg. No. 41,402; George Fountain, Reg. No. 36,374; Paramita Ghosh, Reg. No. 42,806; James Y. Go, Reg. No. 40,621; James A. Henry, Reg. No. 41,064; Willmore F. Holbrow III, Reg. No. P41,845; Sheryl Sue Holloway, Reg. No. 37,850; George W Hoover II, Reg. No. 32,992; Eric S. Hyman, Reg. No. 30,139; William W. Kidd, Reg. No. 31,772; Sang Hui Kim, Reg. No. 40,450; Walter T. Kim, Reg. No. 42,731; Eric T. King, Reg. No. 44,188; Erica W. Kuo, Reg. No. 42,775; Steven Laut, Reg.No. 47,736; George B. Leavell, Reg. No. 45,436; Samuel S. Lee, Reg. No. 42,791; Gordon R. Lindeen III, Reg. No. 33,192; Jan Carol Little, Reg. No. 41,181; Robert G. Litts, Reg. No. 46,876; Kurt P. Leyendecker, Reg. No. 42,799; Julio Loza, Reg. No. 47,758; Joseph Lutz, Reg. No. 43,765; Michael J. Mallie, Reg. No. 36,591; Andre L. Marais, under 37 C.F.R. § 10.9(b); Paul A. Mendonsa, Reg. No. 42,879; Clive D. Menezes, Reg. No. 45,493; Chun M. Ng, Reg. No. 36,878; Thien T. Nguyen, Reg. No. 43,835; Thinh V. Nguyen, Reg. No. 42,034; Dennis A. Nicholls, Reg. No. 42,036; Daniel E. Ovanezian, Reg. No. 41,236; Marina Portnova, Reg. No. P45,750; Michael A. Proksch, Reg. No. 43,021; William F. Ryann, Reg. 44,313; James H. Salter, Reg. No. 35,668; William W. Schaal, Reg. No. 39,018; James C. Scheller, Reg. No. 31,195; Jeffrey S. Schubert, Reg. No. 43,098; George Simion, Reg. No. P-47,089; Jeffrey Sam Smith, Reg. No. 39,377; Maria McCormack Sobrino, Reg. No. 31,639; Stanley W. Sokoloff, Reg. No. 25,128; Judith A. Szepesi, Reg. No. 39,393; Ronald S. Tamura, Reg.No. 43,179; Vincent P. Tassinari, Reg. No. 42,179; Edwin H. Taylor, Reg. No. 25,129; John F. Travis, Reg. No. 43,203; Joseph A. Twarowski, Reg. No. 42,191; Kerry D. Tweet, Reg. No. 45,959; Mark C. Van Ness, Reg. No. 39,865; Thomas A. Van Zandt, Reg. No. 43,219; Lester J. Vincent, Reg. No. 31,460; Glenn E. Von Tersch, Reg. No. 41,364; John Patrick Ward, Reg. No. 40,216; Mark L. Watson, Reg. No. P46,322; Thomas C. Webster, Reg. No. P46,154; and Norman Zafman, Reg. No. 26,250; my patent attorneys, and Firasat Ali, Reg. No. 45,715; and Justin M. Dillon, Reg. No. 42,486; Raul Martinez, Reg. No. 46,904; my patent agents, with offices located at 12400 Wilshire Boulevard, 7th Floor, Los Angeles, California 90025, telephone (714) 557-3800, with full power of substitution and revocation, to prosecute this application and to transact all business in the Patent and Trademark Office connected herewith.